



Soothe skin after brow shaping services.

dream cream

Originally created for comfort and safety after hair removal treatments, Finipil Antiseptic Cream can also be retailed to clients for use between brow shaping (and other hair removal) appointments. In addition to obliterating bacteria, the patented, FDA-registered formula wins rave reviews for its ability to moisturize, prevent ingrown hairs, treat blemishes and cool skin irritations, rashes and itching. nufree.com



SLICK MAGNET

Las Vegas esthetician and makeup artist Sandra Louise is no stranger to beauty dilemmas on and off the strip. One of her top secrets for creating alluring eyes? Her 24-hour Shadow Magnet primer. The miracle-working correcting cream instantly hides redness and discoloration on the eyelids and ensures vibrant, crease-free color. For more information, visit beautyisduty.com.



getting fresh

Looking for all-natural after-care items that you can retail to your lash clients? Then check out the line of organic Lashfresh products, designed to benefit both natural lashes and extensions. The Eyelash Extension Conditioner with Silk Protein, available in a direct application or as a Condition Mist, helps to strengthen lashes as well as prevent adhesive from drying out and hardening. There's also Clean Wash, available as a liquid or foam, which gently moisturizes as it cleanses the lash and eye area. Meanwhile, the Hydra Mist can be used to ease irritation, inflammation or itchiness, as well as to freshen lashes throughout the day or to rinse off cleansers. To learn about wholesale purchase options, visit lashfresh.com.

PRODUCT FOCUS



Maria Rush

eye on retail

Businesses share their bestselling items for eyes, brows and lashes.

The business Beauty Collection offers spa and salon services at all five of its locations in Southern California.

The bestsellers With combined sales of up to 150 units per month, Anastasia Dipbrow, neuLASH and Smashbox Photo Finish Lid Primer top the list.

The benefits "Anastasia Dipbrow is long-wearing and a little goes a long way, which adds to its value, while neuLASH delivers visible results in a short amount of time," says Maria Rush, vice president of business development at the Keswick location. "Smashbox's primer provides a smooth base and brightens the eye—plus, the tone works for most clients." Rush credits big sales to simply educating clients about the products and how they're applied. "We also promote them via email blasts and print newsletters," she adds.

Anastasia Dipbrow



neuLASH



Smashbox Photo Finish Lid Primer

